

CASE STUDY



DARROW'S FARM FRESH - NORTHSTAR

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SITUATION OVERVIEW

When illness struck his family, Peter Darrow looked beyond medicine to help improve the health of his parents and his own for that matter. What he learned about nutrition, and finding a healthy dish that also tasted good inspired him to open Darrow's New York Kitchen this past February.

Knowing this restaurant would attract guests with dietary concerns and restrictions meant the ability to customize orders would be critical. Darrow researched numerous systems and ultimately turned to Custom Business Solutions (CBS) and their NorthStar Order Entry system for an easy-to-use fully integrated POS system.

NorthStar offered the features and functionality that Darrow's restaurant needed. NorthStar is based on iPad tablets providing an intuitive, easy-to-learn system for his staff. The ability to customize the interface with food photos and branding smoothly incorporated the iPads into the restaurant décor.



IMPLEMENTATION

Darrow's 3,000-square-foot restaurant features three ordering options – fast casual with counter service, to go, and full service dining in its upstairs level. This set up requires 27 iPads, with 22 being used for guest facing ordering. The implementation started with beautiful photography of the menu items; these photos serve double duty as they are also used on the paper menus.

Once the NorthStar system was configured and customized for Darrow's menu and operations, the employees were trained on the new system. Using an Apple iOS, the NorthStar system is intuitive and familiar to most people.

To provide local implementation assistance, CBS brought in a POS consultant based in New York, giving the Darrow's team a locally available resource to assist when necessary.

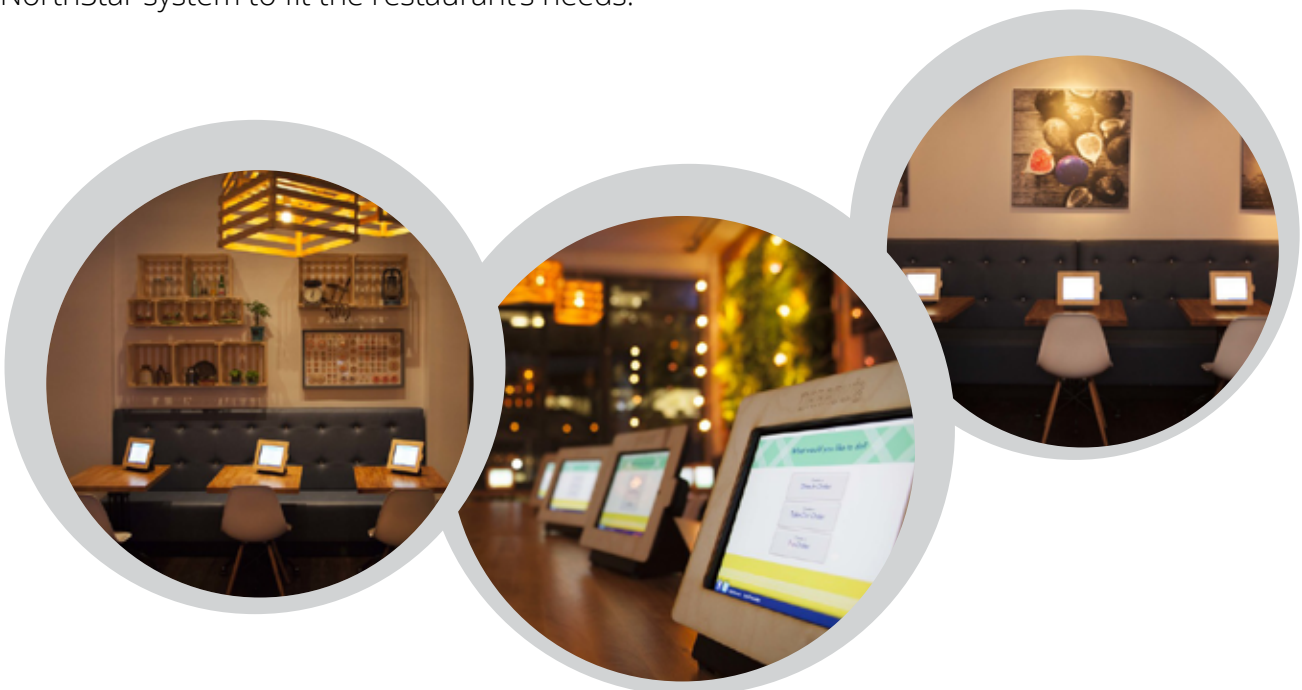
Overall the implementation ran smoothly. Once the restaurant was opened, CBS worked with the Darrow's operations team to further customize the NorthStar system to fit the restaurant's needs.

RESULTS AND VALUE

Darrow's fresh, healthy food was the main attraction when the restaurant opened in February. Though the iPad system didn't go unnoticed. Guests found it easy to use and appreciated the ability to customize their order in a familiar yet branded interface. For those who choose not to use the iPads, Darrow's paper menus were used along with a traditional service model.

One of the most commented and appreciated aspect of the system is the beautiful photos of the various menu items. Guests enjoyed seeing their choices and it has helped Darrow's promote certain seasonal items.

In the future, Peter Darrow plans to incorporate the ability for guests to interact with a nutritionist through the iPad, giving them valuable information about their food choices and the impact of those decisions on their health. For Peter Darrow, healthy food is coming full circle and his restaurant is giving him a way to share what he's learned to help others live a healthier life.





CBS

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